

## **CAMPAIGN SOCIALIZATION RELIGIOUS FREEDOM TO TOLERANCE RELIGION OF STUDENT**

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### **Abstract**

*This research talks about correlation between campaign socialization freedoms of religion in any mass media to religious tolerance student in campus. Theoretical studies in this research uses mass media effect communication mass media especially Uses and Gratifications theories. Data analysis is quantitative surveys for 100 students in campus. Finding research explains that in cognitive level just television give impact to understanding for student's religious tolerance. Beside that in conative level impact for student's religious tolerance come from poster media. This research explains that there are no correlation between socialization campaign and students' religious tolerance.*

*Kebebasan beragama adalah sesuatu yang sangat pribadi dan Negara Indonesia menjunjung tinggi hak tersebut dalam konteks mengangkat martabat dan derajat bangsa. Penelitian ini bertujuan mengetahui pengaruh sosialisasi kampanye informasi kebebasan beragama di media massa terhadap sikap toleransi beragama mahasiswa. Penelitian menggunakan teori efek komunikasi media massa (Uses and gratifications). Model pengolahan data dengan kuantitatif berjenis asosiatif pengaruh dengan metode survei dan diadakan di sebuah kampus di Jakarta berjumlah 100 orang. Hasil penelitian menunjukkan bahwa dalam tingkat kognitif hanya media televisi yang memberikan pengaruh pada mahasiswa dengan nilai r pearson correlation 0,23. Pada tingkatan konatif diketahui media poster yang berpengaruh pada sikap bertoleransi namun nilai pearson correlation -0,298. Terlalu banyak poster berisi kebebasan beragama malah akan membuat muak mahasiswa dalam menafsirkan informasi tersebut. Jelas bahwa tidak ada hubungan yang signifikan antara sosialisasi kampanye kebebasan beragama dengan sikap toleransi beragama pada mahasiswa dalam kehidupan sehari-hari.*

**Keyword:** Religious freedom; religion tolerance; sosialization; campaign; mass media

## **A. Introduction**

Religious freedom is one of the basic rights in people life. The country is precisising its community right and obligation, appeared from how to place the right of religious freedom of the citizens. Doing religious is a very personal affair and it become a question “does Country is serious to regulate and arrange the individual right which is very fundamental in people life?

Tolerance and religious freedom is a difficult thing and often come to the unsolved problem. It is caused by the lack of understanding about religious freedom in society. There is conflict between the context of religious freedom in majority logic versus pluralism logic and secular logic. The understanding arouses big conflict in effort to understand the meaning of religious freedom.

The understanding of religious freedom of someone indeed is the entrance of implementation religion tolerance practice in a country. Absolutely, the understanding is not coming automatically, but it should pass a long process of information giving through socialization via mass media. The socialization process becomes difficult when the mass media channel does not work well.

Certainly, the presentation technique and the theme also affect the meaning which will be understood. Therefore, it is clear that not all the media are able to convey understanding which suit with what is the messenger means in the mass media. Sometimes, the public are misunderstanding with the message is presented on mass media channel, and the meaning of the messages cannot get the aim.

The research uses reference of the research has been done before, about freedom and tolerance which said that the deviation practice of religious freedom is still many in Indonesia. For instance, the forcing to do referent and forswear from rreligion prominent figures on someone belief. It actually exits from the religious freedom regulation and religion tolerance in Indonesia.<sup>1</sup>

From the explanation above, the research is focused on “is there correlation between campaign socialization via mass media with the university students’ religion tolerance? Therefore, it will show what kinds of mass media channel which are dominant to give effect to the students’ religion tolerance understanding.

The objectives of this research are first, to know the correlation between campaign socialization via mass media with the students’ religion tolerance. Second, to know what mass media is considered dominant to give effect to the students’ understanding of religious freedom and religion tolerance in their society. This research is significant in finding what mass media are very effective in giving message about religious freedom and will affect to the students’ religion tolerance. This research can be taken as reference in effort to

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<sup>1</sup>The Wahid Institute. “Kebebasan Beragama/Berkeyakinan dan Intoleransi 2013” *Annual Report*. Jakarta: the Wahid Institute, 2013, p. 20.

do campaign socialization about religion content in university and other education institution.

This research also proved, there is correlation between campaign socialization via mass media on the audience understanding, and what media are very effective to be practice in Indonesia.

This research uses quantitative model by taking correlation between two variables and uses deductive approach, namely from the general to the specific.<sup>2</sup>

Population is the whole (universum) from the research objects, such as people, animals, plants, air, symphon, values, event, life attitude, etc, thus the objects can be taken as data research. Population is the generalization area is consisted on object/subject has certain quality and characteristic which defined by the researcher to be analyzed and concluded.

Population on this research is the students of marketing communication major at STIKOM the London School of Public Relations Jakarta. The selection is considered right, because the students have belief and religion heterogenity, and they can work and do activities without suspicious and have high religious freedom. Besides, marketing communication major is the major which has specialization on promotion analysis and information socialization via mass media.

Therefore, there is consideration, that they have high understanding on each campaign socialization media are presented. It means that the respondents are smart and have wide knowledge even on theories or practice on promotion media are exist and used in doing campaign socialization of religious freedom. The amount of population in one level at marketing communication major is 800 students.

Therefore, when it is counted using sample taken formula by Slovin, then it is found that there are minimal 86 students as the respondents. By using simple random sampling, then there are 100 students are taken as sample in this research, after doing integration.

This research uses validity, reliability, and linear correlation analysis from the hypothesis is argued, where hypothesis is generalization or tentative conclusion which only works after examining the truth and the real. If the zero hypothesis is accepted, then the alternative hypothesis is rejected, vice versa. In this research, statistic hypothesis is concluded as follow, H0 is assumed there is no correlation between campaign socialization religious freedom with the students' religion tolerance and HA is there is correlation between campaign socialization religious freedom with the students' religion tolerance.

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<sup>2</sup>Burhan Bungin. *Metodolodi Penelitian Kuantitatif*, Jakarta: Prenada Media, 2006. p. 311.

Measurement scale is the agreement is used as reference to determine the interval of measuremet tool, thus the tool when it is used in measurement will provide quantitative data. The measurement scale in this research uses likert scale to measure the attitude, the form is not multiple choice or checklist, but it is arranged in 1 continoum line where the very positive answer list in the right part of line, and the very negative answer list in the left part of line, or vice versa. This scale is used to measure certain attitude/characteristic which owned by someone. Respondent can give answer, on the answer scale positive to negative. It is dependent on respondent perception to what are valued by them toward something.

**B. Main Discussion**

1. Reliability Assesment and Research Validity

The superiority of quantitative research is there is reliability and validity assessment which determine the consistency of respondent answer toward what is the question in questioner is given to them. The measurement tool is reliable when it consistency give result or the same answer toward the same symptom, even though is used it many times. Reliability means that the measurement is stable or consistent can be counted and constant.<sup>3</sup> Reliability is the index which shows how far the measurement tool can be trusted or counted.

Different with it, validity is the truth of data, validity measures what are going to measure. Is it really true, the measurement tool is used can measure the characteristic of object we are going to be researched or measure the other characteristic..<sup>4</sup> The reliability and validity assessment is to check the measurement tool is used. It has already measured the characteristic of object is going to be researched or measure the other characteristic.

From the answers of questioner, then there is finding of research which has high objective score. When it is measured by using reliability assessment with the formula below,

$$\alpha = \left[ \frac{k}{k - 1} \right] \left[ 1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right]$$

<sup>3</sup>Rachmat Kriyantonno. *Teknik Praktis Riset Komunikasi*, (Jakarta: Kencana, 2009), p. 65.

<sup>4</sup>*Ibid*, p. 147.

then it will find the score as listed in table 1: <sup>5</sup>

Table 1 – Reliability Assesment

Reliability Coefficients	
N of Cases = 100,0	N of Items = 21
Alpha = , 8242	

Table 1 above shown that reliability score of this research is 0,842 then it can be said that the validity score of this research is 0,18 or there is 18% respondent are inconsistent to answer the questions in questioner. Because alpha Cronbah score up of 0,6, then it is stated that reliability score assessment is being on HA area by rejecting H0, then it can be said that the reliability score of this research has fulfilled the requirement and the research can be continued.

To view the accurate of respondent answers, the validity assessment is used with the formula below:

$$r = \frac{N \sum xy - \sum x \sum Y}{(\sqrt{N \sum x^2 - (\sum x)^2}) (\sqrt{N \sum y^2 - (\sum y)^2})}$$

Then it will find the score as follow;

Table 2 – Validity Assesment

RELIABILITY ANALYSIS - SCALE (ALPHA)				
Item-total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
KOG1	75,4386	339,7863	,4964	,8209
KOG2	75,8246	348,0401	,4143	,8274
KOG3	76,0877	343,7957	,5439	,8250
AFEK1	76,1404	338,4442	,4532	,8224

<sup>5</sup>Imam Ghozali, *Aplikasi Analisis Multivariate dengan Program SPSS*, (Semarang: Undip, 2009), p. 76.

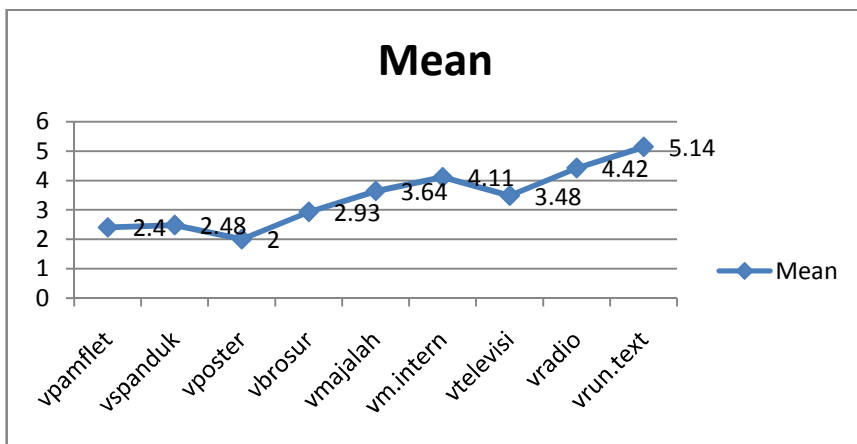
AFEK2	75,7018	341,9987	,5048	,8238
AFEK3	75,6491	341,4818	,5274	,8224
AFEK4	75,6491	343,4818	,6882	,8234
KONA1	76,0877	344,2957	,7003	,8262
KONA2	76,3333	335,6190	,6584	,8221
KONA3	76,1579	334,6711	,4832	,8194
KONA4	76,0877	335,3672	,4978	,8211
KONA5	75,9298	336,9593	,5289	,8209
PAMFLET	77,8596	318,2299	,4810	,8173
SPANDUK	77,7368	308,8402	,4116	,8162
POSTER	78,1228	340,4311	,3162	,8274
BROSUR	77,2632	305,0545	,5205	,8098
MAJALAH	76,4211	276,3910	,6450	,8005
M.INTERN	75,9298	267,1736	,6901	,7968
TELEVISI	76,4211	294,2838	,5426	,8080
RADIO	75,4912	261,3972	,7540	,7911
RUN.TEXT	74,7193	250,5984	,7347	,7935
Reliability Coefficients				
N of Cases = 100		N of Items = 21		
Alpha = ,8242				

From the table 2 above shown that corrected item total correlation score for all questions are up to 0,3 (the r table measurement which is obtained from r table score df 0,05) when is used assessment with 30 respondents using r table, then the score is 0,3. Thus, the validity assessment is under 0,3, be on H0 area by rejecting HA, while in this research all correlation score of every question are up 0,3, thus HA is accepted by rejecting H0. It can be said that the validity of research has been fulfilled, and the accurate research can be continued, because it has high objectivity.

## 2. Data Analysis Sub Variabel Campaign Socialization of Religious Freedom

This research uses two variables to examine the correlation between campaign socialization of religious freedom with the students' religion tolerance, absolutely it will be shown mean score of each respondent answers which is the survey result of respondent opinion in this case is the students.

Picture 1 –Sub variable analysis on Campaign Socialization of Religious Freedom



Picture – 1, above shown that respondents' answers said socialization score via pamphlet is mean 2,4. Banner is mean 2,48, and poster is mean 2. Brochure has higher mean is 2,93, then socialization via magazine has average score 3,64. Media internal are in campus in socializing religious freedom has 4,11 and mass media television has score 3,48. Different with others, radio has mean score 4,42 and media run text is on the average score 5,14.

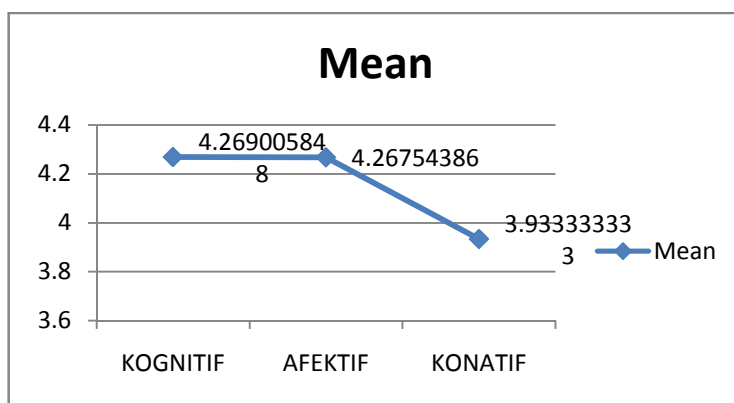
Thus, it is clear that the mass media facilities is always consumed and came to the mind of respondents in socializing religious freedom is run text which is being in campus and usually located in public area, such as; canteen, academic room, hall, and campus terrace. This condition is shown by the average mean score 5,14. But when it is viewed from understanding interval which uses score 1-10 with interval 1-3 (very bad), 4-6 (middle) and 7-9 (very good). Then the students' understanding toward the messages of campaign socialization about religious freedom which used run text is only being on the middle level.

Otherwise, it is known that campaign socialization of religious freedom via poster is on the lowest level with the average score 2. When it is viewed from the understanding interval uses score 1-10 with interval 1-3 (very bad), 4-6 (middle) and 7-9 (very good), then it can be said that poster is being on very bad category.

### 3. Data Analysis Sub Variable Students' Religion Tolerance

The second variable is going to be viewed from this research is how the respondents' religion tolerance in this case is the university students. Will they tolerance, want to tolerance, or have been had religion tolerance. This research uses model of dividing sub variable cognitive- affective and conative which is the characteristic of Uses and Gratification research which was conceptualized by Rosengreen dan Palmgreen.<sup>6</sup>

Picture 2 –the analysis of Sub variable Students' Religion Tolerance



From the picture 2 above, it is known that sub variable respondents attitude are cognitive mean 4,269, and affective is 4,267. Thus it can be said that the level of respondents' attitude and behavior are only been on cognitive level to practice religion tolerance which related to religious freedom. While, conative score is 3,93 which can be understood that this average score is the lowest than the two sub variables before.

Therefore, it is clear that campaign socialization via mass media about religious freedom is being in their surrounding only will affect to their cognitive, and even only arouse the affective, it does not make the respondents reactive to respond information messages which been on mass media channel. It can be said that campaign socialization only arouse knowledge and sense of tolerance,

### 4. Hypothesis Assesment

In finding the more rigid information, then this research will examine the hypothesis which become the last case how is the correlation between

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<sup>6</sup>Karl Erik Rosengren dan Philip Palmgreen, *Media Gratification Research: Current Perspectives*, (Beverly Hills: Sage Publication, 1985), p. 20.



campaign socialization via mass media with respondents' religion tolerance. The hypotheses are;

H<sub>0</sub> = there is no correlation between campaign socialization religious freedom with students' religion tolerance

H<sub>A</sub> = there is correlation between campaign socialization religious freedom with students' religion tolerance

By using correlation assessment to the two variables, then there is the result as shown in data table 3 below.

Table 3 – Hypothesis Assessment

Correlations										
		vPamp- hlet	vBan- ner	Vpos- ter	vBro- chure	Vmaga- zine	vm. inter- nal	Vtele- vision	vradio	Vrun- .text
COGNITIVE	Pearson Correlation	0,12	0,03	-0,14	-0,12	0,01	0,03	0,23	0,12	0,15
	Sig. (1- tailed)	0,19	0,39	0,14	0,18	0,48	0,42	0,04	0,18	0,12
	N	100	100	100	100	100	100	100	100	100
AFFECTIVE	Pearson Correlation	0,02	0,08	-0,11	0,11	0,09	0,12	0,11	0,13	0,18
	Sig. (1- tailed)	0,44	0,26	0,22	0,21	0,23	0,19	0,21	0,16	0,08
	N	100	100	100	100	100	100	100	100	100
CONATIVE	Pearson Correlation	0,12	-0,05	-0,29	0,04	0,09	0,13	0,19	0,17	0,19
	Sig. (1- tailed)	0,17	0,33	0,01	0,37	0,23	0,15	0,07	0,09	0,07
	N	100	100	100	100	100	100	100	100	100

\*\* Correlation is significant at the 0.01 level (1-tailed).

\* Correlation is significant at the 0.05 level (1-tailed).

Table 3 above shown that p value score on cognitive level (respondents' mind) it is found the correlation between campaign socialization of religious freedom with cognitive level, then;

- Pamphlet pvalue score = 0,19 thus it is up to 0,05 then it is on H<sub>0</sub> area by rejecting H<sub>A</sub>. It can be said that there is no correlation.
- Banner pvalue score = 0,39 thus it is up to 0,05 then it is on H<sub>0</sub> area by rejecting H<sub>A</sub>. It can be said that there is no correlation.

- Poster pvalue score= 0,14 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Brochure pvalue score = 0,18 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Magazine pvalue score = 0,48 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Internal Media p value score= 0,42 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Televisi p value score= 0,04 thus it is below 0,05 then it is on HA area by rejecting H0. It can be said that there is significant correlation with r score = 0,23, on the very lowest category.
- Radio pvalue score = 0,18 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Run Text pvalue score = 0,12 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.

Therefore it is clear, that only television which can make campaign socialization on cognitive level and be on respondents' mind to arouse their understanding about the meaning of religion tolerance.

On affective level (the curiosity), correlation between campaign socialization with affective level as follow;

- Pamphlet pvalue score = 0,17 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Banner pvalue score = 0,26 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Poster pvalue score = 0,22 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Brochure pvalue score = 0,21 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Magazine pvalue score = 0,23 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Internal Media pvalue score = 0,19 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Television pvalue score = 0,21 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Radio pvalue score = 0,16 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Run text pvalue score = 0,8 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.

On the affective level, no one of mass media can arouse respondents' curiosity in implementing their religion tolerance in their social life.

On Conatative level (attitude to directly do), correlation between campaign socialization with conatative level as follow;

- Pamphlet pvalue score = 0,44 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Banner pvalue score = 0,33 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Poster pvalue score = 0,01 thus it is under 0,05 it is on HA area by rejecting H0. With r score=-0,05 which means low and converse, it can be said that there is significant correlation even though is very low and converse.
- Pamphlet pvalue score = 0,17 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Brochure pvalue score = 0,17 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Magazine pvalue score = 0,23 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Internal Media pvalue score = 0,17 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Television pvalue score = 0,17 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Radio pvalue score = 0,09 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.
- Run text pvalue score = 0,07 thus it is up to 0,05 then it is on H0 area by rejecting HA. It can be said that there is no correlation.

Table 4 – Assessment correlation between Campaign Socialization with Students Religion Tolerance

#### Correlations

		TOLERANCE	CAMPAIGN
TOLERANCE	Pearson Correlation	1	,152
	Sig. (1-tailed)	.	,129
	N	100	100
CAMPAIGN	Pearson Correlation	,152	1
	Sig. (1-tailed)	,129	.
	N	100	62

From table 4 above it can be known that correlation between campaign socialization with students' religion tolerance has p value 0,129 it is up to 0,05 and it can be said that the assessment is on H0 area by rejecting HA. It means there is no correlation between campaign socialization of religious freedom with students' religion tolerance. It is understood that students' religion tolerance do not come from their understanding via media campaign socialization of religious freedom, but it bears from other knowledge which cannot be mentioned in this research.

### **C. Discussion**

Absolutely this research wants to explain that it is not easy to do campaign socialization through mass media. Moreover the target audience is the university students. It is understood that university students is educated and understand well the meaning of theme in an issue, thus the selecting of information is very selected and be careful in consuming the content of information in the campaign media. The carefulness of students indicated their adulthood thought who have intellectuality and high sense toward their environment. Religion tolerance indicated super pure attitude as the wise people. Religion tolerance does not disturb others life mainly which related to religion affair.

From this research, it is clear to said that there is no correlation between campaign socialization via mass media in religious freedom issues with students' religion tolerance in their daily life. It can be certain that campaign socialization which is about religion issues, mainly related to religious freedom is still very rare and cannot fulfill the expectation yet and also cannot attract students' interest and feeling. Most of the campaign socialization is to rigid and less of creativity, not upgrading, and does not make people to want to know more.

This condition becomes more difficult, because mainstream media such as television and mass media only try to find benefit than sincerely inform something which good and true to the public.<sup>7</sup> The awareness that mass media is dominated by industry group, arouse pessimistic that humanity issues which try to make people life better is either escaping, they just present commercial information. The humanity campaign issues are lost among industry and capitalist power of mass media nowadays.

From the result of research finding, it is clear that television has strong power to direct its audiences mind (cognitive) mainly the university students. Television is still be a strong mainstream media to form point of view and public opinion toward something. Therefore, the analysis mass media about

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<sup>7</sup>Bungin, Burhan. *Sosiologi Komunikasi*, (Jakarta: Kencana, 2007), p. 33.

research on television is never ending and always develop in industry development sector.<sup>8</sup>

Actually, in accordance with mass media studies that television is only able to direct audience or public cognitive than the cognitive and affective on their mind. This research also proved that the powerful mass media direct the public cognitive level. It is also happened on religious freedom issues which are considered unpopular and unsold to in market industry.

On the next, it is known that poster on conatative level has strong power for students to make them have really action to do what is conveyed on the poster. The religion tolerance is described clearly, but the result of this research shown the contrast, the many pictures or messages care conveyed, the more sick the people on them.

Poster can be said as one of publication media with the contents consisted on writing, pictures, or combination between them to give information to the public. Poster is usually placed on public area which considered strategic such as school, office, market, mall, and other public area. The information on poster generally persuades the public. It means that poster should persuaded the information on it.

From this finding, poster has strong effect to influence students' behavior which categorized as teenagers group who are thirsty with creativity and new invention about persuasive information. From the finding, it is known that poster should fulfill information necessity via writing, or colorful picture.

#### **D. Conclusion**

From this research, it can be concluded as follows;

1. There is no correlation between campaign socialization religious freedom with students' religion tolerance in doing their activities. Most of students have already owned their religion tolerance in their daily activities. Campaign socialization media is able to give cognitive effect to the students' understanding about religious freedom is television, even though has very lowest correlation.
2. Campaign socialization media which is able to give conatative effect or able to make students to have direct action mainly to religious freedom issues and religion tolerance is poster. But when it is too intensive will make the students have contradictive action, because they are considered that the information on poster intimidate them in doing something.
3. Campaign socialization about religious freedom should be designed specially to gain the public conatative level. It is understood that the design

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<sup>8</sup>Dominick, Joseph R. *Mass Media Research an Introduction*, (Wisconsin USA: Wadsworth, 2001), p. 48.

strategy of campaign socialization communication religious freedom is considered unpopular and unsold in industry context. Therefore, it should be understood that socialization should be done directly in seminar or symposium, than uses mass media communication mainstream which is considered do not have power yet to direct public' tolerance attitude and behavior.

4. It should be understood that campaign socialization via television only give correlation on cognitive level, therefore campaign socialization cannot be taken wholly to television media, because it does not give wide persuasive and arouse the attitude of public who consume the information.
5. Socialization via poster to university students should be done carefully, because it can arouse negative effect. May be the students will feel sick and bore to see the poster. The messages content and color creativity should be paid attention to measure the understanding and the respond of the public as young generation.

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